

DORAL Box 100
Direct Account Fact Sheet
Pittsburgh Region

Two DORAL brand line extension, DORAL Full Flavor Box 100s and DORAL Light Box 100s will be made available in your market for order on 1/27/97 and first ship date on 1/28/97.

DORAL Box 100s styles provide a cork tip Full Flavor Box 100s and Light Box 100s product that will appeal to adult smokers of Savings Box 100s styles in your market.

ORDERING:

First order date for product is 1/27/97.

PRICING:

DORAL Box 100s styles will only be available in 6M cases. List prices and terms will be the same as current styles of DORAL.

	<u>Carton</u>	<u>6M Case</u>	<u>List Price</u>
DORAL Full Flavor Box 100s	\$ 9.19	\$ 275.70	\$43.95/M
DORAL Light Box 100s	\$ 9.19	\$ 275.70	\$43.95/M

PRODUCT DIMENSIONS & WEIGHTS:

	<u>Length</u>	<u>Width</u>	<u>Height</u>	<u>Cube (ft.)</u>	<u>Weight</u>
<i>Full Flavor Box 100s</i>					
Pack	2.2188"	.9375"	3.9688"	0.004	1.067 oz.
Carton	11.125"	1.875"	4.0625"	0.041	11.47 oz.
6M Case	20.625"	11.6875"	11.6875"	1.630	22.0 lbs.
<i>Light Box 100s</i>					
Pack	2.2188"	.9375"	3.9688"	0.004	1.067 oz.
Carton	11.125"	1.875"	4.0625"	0.041	11.47 oz.
6M Case	20.625"	11.6875"	11.6875"	1.630	22.0 lbs.

UPC INFORMATION:

<u>Style</u>	<u>Pack</u>	<u>Carton</u>	<u>6M Case</u>
Full Flavor Box 100s	12300 22079	12300 22080	12300 22081
Light Box 100s	12300 22082	12300 22083	12300 22084

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1/15/97

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cc: Judy
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Bill AS info

TO: R. A. Mittica
Pittsburgh ROU

FROM: S. G. Reid
Sales Planning

DATE: January 15, 1997

SUBJECT: DORAL Box 100s Direct Account Fact Sheet

As per our conversation, attached is a fact sheet for direct accounts. A complete fact book will be completed and e-mailed to your ROU the week of January 20.

Please call me at extension #2584 or Sharon Peterson at extension #2858 if you have questions

sgr

Attachment

c: C. M. Davis
D. P. Fitzgerald
D. L. Bomgardner
D. H. Smitherman - Customer Services
S. E. Peterson

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